

**WHAT IS CLAIMED IS:**

1. A method of promoting the sale of a laundry product, said laundry product comprising a composition provided in at least two components, wherein the components are located within a multiple-compartment container, a first component located within a first compartment and a second located within a second compartment, said method comprising the step of:
  - a) orienting the product such that a multiple-compartment feature is visually observable from the front consumer vantage point.
2. A method according to Claim 1 wherein the composition is capable of providing at least two distinct laundry benefits.
3. A method according to Claim 1 wherein the step of orienting the product further comprises orienting said laundry product and a label such that the label, first compartment, and second compartment are simultaneously visibly observable.
4. A method according to Claim 1 wherein the method further comprises a step of:
  - a) positioning and affixing a brand-identifying label to the container such that the label is visible from the front consumer vantage point.
5. A method according to Claim 1 wherein each compartment is different from the other compartments by at least one characteristic selected from size, color, transparency, or mixtures thereof.
6. A method according to Claim 5 wherein the first compartment holds the same volume as the second compartment.
7. A method according to Claim 1 wherein the multiple-compartment container further comprises a gripping means comprising a handle.
8. A method according to Claim 7 wherein the handle is attached to the container so as to be observable from the front consumer vantage point.

9. A method according to Claim 1 wherein the first component comprises a heavy duty liquid detergent.
10. A method according to Claim 9 wherein the second component comprises a bleach, bleach activator, bleach catalyst, bleach booster, or mixture thereof.
11. A method according to Claim 9 wherein the second component comprises a fabric care ingredient.
12. A method according to Claim 1 wherein the step of orienting the product comprises locating the product on a substantially horizontal fixture selected from shelves, kiosks, or countertops.
13. A method according to Claim 1 wherein the step of orienting the product is repeated on at least one additional product located substantially adjacently on a substantially horizontal portion of a store shelf.
14. A method according to Claim 1 wherein the step of orienting the container is applied in sequence to two or more of said containers located in an array and presented to consumers in a medium selected from: print media, photographs, web pages, cartoons, non-photographic images, television commercials, store shelves, kiosks, or combinations thereof.
15. A method according to Claim 1 wherein the multiple-compartment container further comprises a dispensing mechanism selected from the group consisting of taps, spigots, dial plates, pumps, screw plates, etc.
16. A method according to Claim 1 wherein the product is self-supporting and the step of orienting the product further comprises orienting the product in a vertical plane on a shelf; provided that:
  - a) the multiple-compartment container further comprises a label that is visible simultaneously with the first compartment and the second compartment; and
  - b) the label includes a brand identifier of the product.

17. A method according to Claim 1 wherein the container is capable of holding from about 750ml to about 8L of liquid.
18. A method according to Claim 1 wherein a label including a phrase “no need to pre-treat” is affixed to the container and is at least partially visible from the front consumer vantage point.
19. A method of promoting the sale of a laundry product, said laundry product comprising composition provided in at least two components, wherein the components are located within a multiple-compartment container, a first component located within a first compartment and a second located within a second compartment, said method comprising the steps of:
- a) displaying the laundry product in a vertical plane on a shelf such that both compartments of the bottle are simultaneously visible from the view of a consumer looking at the bottle on the shelf;
  - b) labeling the bottle such that the front of the bottle is in parallel with the vertical plane and is visible to consumers;
  - c) labeling the bottle such that directions for use and descriptions of the product are in parallel with the vertical plane, but not visible to consumers.
20. A method of promoting the sale of a laundry product, said laundry product comprising composition provided in at least two components, wherein the components are located within a multiple-compartment container, a first component located within a first compartment and a second located within a second compartment, said method comprising the step of:
- a) providing a promotional material to a consumer, wherein said promotional material comprises information regarding an ability of said laundry product to provide a multiple-benefit to laundered fabric items and wherein a first composition comprises a heavy duty liquid composition and the second composition comprises a peracid bleach.